

ABSTRACT OF DISCLOSURE

A color image printing apparatus and a control method thereof. The color image printing apparatus includes a storage unit for separately storing image data of plural colors in corresponding memory regions, the image data being divided according to corresponding colors applied to print data that are received from an external device, a plurality of developing devices containing toners of plural colors, being driven in accordance with the image data stored in the memory regions, and a control unit, with determining that there are color data existing in the image data stored in the memory regions for the purpose of color image developing, driving a developing device of color toner that corresponds to the memory region containing the color data to feed the color toner. By driving a developing device that contains a color developer corresponding to the memory region where color data exist, printing speed improves.